



Tanya Axtell

Head of Merchandising- Ted Baker Outlets

Rugby CV23, UK

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About

A conscientious, pro-active and strategic Head of Merchandising with a variety of experience covering the entire product life-cycle, including financial planning, selection buying, in-season trading and end of season management. With a passion

for team development, encouraging open communication and opportunity to explore innovative ideas amongst the team, means continuous improvement to self, team and business.

BRANDS WORKED WITH

- Arcadia Group Ltd
- Cloggs.co.uk
- HUGO BOSS
- Perry Ellis International - @PEICorp
- PVH Corp.
- Ted Baker

Experience



● Head of Merchandising - Global Outlets

Ted Baker | Oct 2022 -

- Responsible for worldwide outlet business including UK, EU, US, Canada stores, e-concession and e-commerce
- Combined turnover of £85m annually across 34 points of sale.
- Responsible for full departmental implementation including WSSI, OTB, Line-flows, weekly/monthly reporting suite
- Introduced new reporting to manage overall business inventory and change stock flow process between full price, off-price, wholesale and liquidation channels
- Reviewed and implemented more profitable and focussed SMU collection for global off-price business including new critical path
- Implemented new training and up-skill sessions for merchandising teams across FP, Outlets and wholesale
- Redesigned grading and capacity planning to better plan stock flow

● Senior Merchandiser

PVH Corp. | Aug 2019 - Sep 2022

- Various roles across the business including full price retail, concessions, e-commerce concessions and outlets, with responsibility for defining planning inputs, trading strategy and overall margin protection
- Responsible for the implementation of new reporting tools for trading, planning and buying and key link with project and store teams.
- Coach, motivate and develop merch team on a daily basis as well as support the design of the team during team expansion and restructure

Key Achievements

- Creation of internal WSSI and flow-line forecasting tools to better plan seasonal stock requirement, improving end stock visibility and highlighting key product launch requirements.
- Increased outlet in-season sell-thru by 5 points to 81% whilst increasing overall season margin by 6points, also hitting our terminal end stock targets via better allocation and markdown process
- Worked alongside European projects team to support new space planning tool implementation and markdown tool launch with SAP integration.
- Set-up new grading process across full-price and concessions business to optimise initial seasonal allocation plans and better tackle replenishment challenges following Brexit transition, increasing launch plans to circa

75% and
ensuring NOS always above 95% in-stock rates.

● **Merchandiser & Buyer (L2/Senior)**

PVH Corp. | Sep 2016 - Aug 2019

- Management of both Tommy Hilfiger & Calvin Klein for all divisions including Men's & Women's Apparel, Underwear, Accessories, Footwear & License
- Responsible for defining the buy strategy and planning of 2 brands across 27 doors
- Managing outlet B&M cycle end to end including hitting margin, end stock and availability targets whilst working with full price, concessions and Ecom to plan inventory intake process
- Responsible for the implementation of new reporting suite for trading, planning and buying including OTB/WSSI management
- Main link with project and operations to implement new software and processes
- Managing outlet team including restructuring, recruitment and training

● **Merchandiser / Planner**

Perry Ellis International - @PEICorp | Jul 2015 - Sep 2016

- Experienced merchandiser for Farah Menswear and Original Penguin Outlets, FP Retail & Ecommerce
- Original penguin- planning in excess of £3.3m per season across 5 stores & Ecom
- Farah-planning in excess of £1.2m per season across ecom & 1 retail store
- Co-ordinating over 150k units per season
- WSSI/OTB management
- Selection buying/ range planning from in-house design and external licensee partners
- Profit management through in season promotions & identifying risk
- Leading and developing team
- Presenting in Monday trade and retail conferences
- Implement new tools and processes for improved efficiency and accuracy



● **Assistant Merchandiser- Outlets**

HUGO BOSS | Jul 2014 - Jul 2015

- Planning and trading £18m department with 10 stores across 5 countries with 110 NOS (production buy) options and excess of 1000+ options of fashion
- Implementation, forecast, trade and manage department WSSI for NOS by option and manage fashion by Product Category
- Range selection and planning of quarterly buy at option/store level and signing off with Senior Merchandiser
- Creating top line planning tools and re-design of Monday reporting package
- Produce and manage markdown strategy through in season trading and sale planning
- In season stock trading and top-up buying
- Managing own country currently delivering +7% growth vs LY
- Coaching and development of two direct reports
- Leading trade meetings, presentations to store/Area managers and store visits

● **Assistant Merchandiser**

Arcadia Group Ltd | Dec 2013 - Jul 2014

- Working with the Petites department, this in total manages over £8m of stock per season, accounting for around 150 options
- Producing and maintaining the department WSSI, managing line flows of key formal areas and coats
- Making key trading decisions including sales and event proposals
- Taking part in range planning meetings and product reviews
- Preparing and planning for trade, sign - offs and strategy meetings

- **Merchandising Associate-Experienced**

Arcadia Group Ltd | Sep 2013 - Dec 2013

- **Merchandise Associate**

Arcadia Group Ltd | May 2012 - Sep 2013

- **Customer Service**

Cloggs.co.uk | Sep 2011 - May 2012

Since working with Cloggs I have had a variety of roles and continue to work part time whilst in my final year of study.

- **E-Commerce Trainee**

Cloggs.co.uk | Jun 2010 - Sep 2011

Working mainly with Buying & Merchandising for a placement year, also worked with customer services.

Education & Training

2008 - 2012

- **Birmingham City University**

Bachelor of Arts (BA),